

July 3, 2006

Federal Trade Commission
Office of the Secretary
Room H-135 (Annex W)
Re: Business Opportunity Rule, R511993
600 Pennsylvania Avenue, NW
Washington, DC 20580


Dear Sir:

Please HALT the proposed "Business Opportunity Rule" that you published on April 12, 2006. This rule will do much to harm perfectly legitimate multilevel business opportunities. It will dampen the enthusiasm of new prospects considering this type of business, and will have a devastating impact on the entire direct selling industry. It will smother millions of good-faith Americans with paperwork and records who are making a living as multilevel distributors.

For several years the FTC's Franchise Rule covered only those opportunities that required a buyer to pay at least \$500 within the first six months of operation. The April 12, 2006 proposed Rule completely eliminates this \$500 exemption! Please keep this Exemption!

IN 1979, to justify the reasonable \$500 exemption, the FTC wisely said: "When the required investment to purchase a business opportunity is comparatively small, prospective purchases face a relatively small financial risk."

Respectfully submitted,


Orv Gauger